

Chairman Crowley called the meeting to order at 8:02 a.m. Present for today's meeting were Secretary Richards, Vice-Chairman Bluemke, Commissioner Falstad and Commissioner Schoepke. Others present: Val Ramos, Airport Administration; Kurt Stanich, Airport Operations Assistant; Andrew Groth, Control Tower; Tracy Shilobrit, Strate Vantage; Linda Witkowski, Administration-Finance; Steve Betzler, AOPA; Gavin Leake, Spring City Aviation; Aaron Marshall, airport tenant; Laurie Stein, airport tenant; Harry Becker, Atlantic Aviation; Ray Dalman, Atlantic Aviation and Scott Marshall, airport tenant.

Approve/modify meeting minutes of July 8, 2009 –A motion to approve the July 8, 2009 minutes was made by Secretary Richards with a second by Vice-chairman Bluemke. The motion passed.

Public comment/correspondence - None

Discussion and action on Airport Marketing Plan – Mr. Stanich reviewed the marketing plan with the Commission and requested the Commission take action to fund the entire marketing plan and have Mrs. Schilobrit carry through with the plan. Secretary Richards asked if other groups would be involved. Mr. Stanich said that Carroll University and Mr. Bill Mitchell (Waukesha County Economic and Development) would be working with Mrs. Schilobrit. Commissioner Schoepke wanted more specifics. Chairman Crowley explained there were two parts to the marketing plan; 1) 2009 plan that would cover three areas for a total of \$2500; and 2) 2010 plan that would be more detailed in marketing the airport at a cost of \$72,000 (\$6000 monthly). Chairman Crowley said he discussed the marketing plan with the County Executive. Vice-chairman Bluemke and Commissioner Schoepke said the dollar amount for the 2010 plan was very high and wanted to review the plan before making a decision. Chairman Crowley asked Mrs. Schilobrit to discuss and review the plan with the Commission. She said the retainer fee would offer the Airport more flexibility for payment. The Commission can decide what they want out of the 2010 plan and Mrs. Schilobrit will work on these specific items. Mrs. Schilobrit said will be supervising the Carroll University group on their airport project. Commissioner Schoepke said Mr. Markano and Mr. Stanich have business backgrounds and that they should be doing the administrative/supervision and not hire someone else to do it. Secretary Richards asked how the marketing plan progress was going to be presented to the Commission and County. Mrs. Schilobrit said a progress report would be sent to the Commission informing them of what was being done. Secretary Richards said the plan had very good goals and objectives for the airport and that this would be money well spent and the job would be done the right way. Secretary Richards made the motion to approve the full amount of \$72,000 for the 2010 airport marketing plan. Vice-chairman Bluemke said he wanted more time to look over the plan and have Mrs. Schilobrit go over each item and describe how this would be done and the results before approving the plan. Mrs. Schilobrit said page 10 outlined the objectives and strategies of the marketing plan. She said she would attend the monthly Commission meetings and give Commissioners feedback and status of the plan. Chairman Crowley asked about signage and how this would be improved at the Airport. Mrs. Schilobrit said Mr. Markano was working on this and that all of this was included in the \$72,000 cost of the plan. Vice-chairman Bluemke asked about the name change for the airport, how long would this take and who would approve the change. Chairman Crowley said this would go to the County Executive or the County Board. Commissioner Falstad asked if the County Executive and County Board are receptive to this marketing plan. He said the budget process would be difficult this year for 2010. Chairman Crowley said the County Executive is very encouraging and that his staff was involved last year in the 2008 marketing committee. Mr. Stanich said the snow request for proposal came in lower and that they were still working on the airport mowing services, so some of the money not used for this could be put towards marketing plan. Commissioner Schoepke said he agreed with Commissioner Falstad's concerns. Chairman Crowley called for a second to Secretary Richards' motion. There was no second, no action taken. Commissioner Falstad requested a special meeting be held to give everyone a chance to review the plan again and make a decision. The other Commissioners were in agreement with Commissioner Falstad's suggestion. A motion to hold a special meeting on Wednesday, August 19 2009 at 8 a.m. to discuss and take action of the 2010 marketing plan was made by Commissioner Falstad with a second by Vice-chairman Bluemke. The motion passed. (The Commission requested that Linda Witkowski, Tracy, Alison Bussler, as well as airport staff attend this meeting.)

Discussion and action on airport fuel sales – Mr. Stanich reviewed a spreadsheet of comparison fuel prices with the Commission. The average price of 100 LL was \$4.07 and Jet A was \$3.70. He said that by comparison Atlantic's fuel prices were 25% higher than most local competitors for both Jet A and 100 LL. Mr. Stanich said self serve fuel pumps show a reduced cost by a little over 10%. Mr. Stanich said the marketing survey results indicated that fuel prices were a major concern for the airport tenants, and mainly for the 70% that use 100 LL. Vice-chairman Bluemke said the Commission should focus on both fuels. Commissioner Schoepke asked Mr. Stanich for his opinion on the fuel sales at the airport. Mr. Stanich said he felt Atlantic was not in line with local competitors. Secretary Richards said he thought the FBO had control of fuel pricing. Vice-chairman Bluemke said the airport needs a second fuel supplier on the airfield. Comments from tenants: Aaron Marshall commented on the fuel situation at the airport and asked the Commission for serious consideration on this. Scott Marshall said there is no competition on the airfield for fuel and said it was ineffective to ask the FBO to give a discount. He also suggested the Commission have occasional evening meetings to give others a chance to attend the meetings. Mrs. Stein said Burlington could not compare to Waukesha because they do not pay property taxes to the city. Mr. Becker, Atlantic Aviation, said the price structure in place is to cover their costs and to meet required minimum standards. Chairman Crowley expressed his appreciation to the tenants for their comments and that the Commission would consider them. A motion was made by Vice-chairman Bluemke with a second by Commissioner Falstad to request Mr. Markano write a letter to Atlantic Aviation requesting a reduction in fuel prices to compare with other competitors in the area. The motion passed.

Discussion and action on personal property assessment and tax increases by City of Waukesha – Mr. Stanich gave a short background on this agenda item to the Commission. He said he called and spoke with the city tax assessor about this tenant concern. Mr. Stanich said some of the tenants are considering leaving the airport because of the high taxes being assessed by the city. Chairman Crowley said that while there was not enough time this year to dispute these assessments, something should be address by the Commission. He suggested the Commission meet with the city to discuss the tax assessment issue and to have the county board supervisor for the airport district present at this meeting also. Vice-chairman Bluemke asked how the city had taken over the airport and why the county does not operate the airport. He also asked what the city provides to the airport and how they can justify the formula used for tax assessment. Chairman Crowley said the city provides very little services to the airport. Kirsten, hangar owner, said she met with the city to discuss the tax assessment with them and after meeting with them, nothing changed. The Commission suggested drafting a letter specifically to the city tax assessor with the Commission's concerns and copying the Mayor, County Executive, County Board and airport tenants. A motion to meet with County Corporation Counsel and draft a letter to the County Executive with copies to County Board, City Assessor, Mayor of Waukesha, Bill Mitchell, and the airport tenants to contest the tax assessments was made by Secretary Richards with a second by Commissioner Schoepke. The motion passed.

Discussion and action on existing County T-hangars – Mr. Stanich said all six T-hangar buildings are in need of major renovation. In discussions with the County Executive and the County Budget department it has been determined that the best course of action is to tear down and replace the existing T-hangars. The buildings would be torn down and replaced with new steel T-hangars on new foundations, starting with the most deteriorating building. Monthly hangar rates would increase with the new buildings being constructed. Another option is to tear down the buildings and lease the land to individuals who would like to construct their own hangars. Mr. Stanich said this would not be the best use of this property since this would neglect the tenants who do not wish to own or cannot afford to build their own hangar. Mr. Stanich gave examples of revenue that would be generated by the County constructing new T-hangar and renting them out and revenue by individual hangars being built. The Commission was given costs for tear down and replacement of the buildings. Vice-chairman Bluemke asked is restrooms were being considered for the new buildings. A motion was made by Vice-chairman Bluemke with a second by Secretary Richards to tear down and rebuild one hangar at a time with consideration given for restroom facilities or an area with these facilities convenient for tenants to use. The motion passed.

Discussion and action on 2008 Airport Annual Report – Mr. Stanich reviewed the annual report with the Commission. The Commission asked about identifying the accounting period and if this was calendar or fiscal year. Mr. Stanich said he would make the noted corrections. A motion to approve the 2008 annual report with corrections and to present to the County Board at the August 23rd meeting was made by Secretary Richards with a second by Vice-chairman Bluemke. The motion passed.

Chairman's report – Chairman Crowley reviewed the terms of the Commissioners and suggested an election of officers at the next meeting.

Airport Manager's report – None

Future Commission agenda items – Safety and security presentation at airport for September or October, towers update, Commissioner's insured (Corporation Counsel), Waukesha City Assessor presentation, election of Commission officers, fuel, and tax increase.

Motion to adjourn by Secretary Richards with a second by Commissioner Schoepke. Motion passed.

Meeting adjourned at 10:47 a.m.

Next Regular Commission Meeting: September 9, 2009.

Special Commission Meeting: August 19, 2009 – Airport Marketing Plan.

Respectfully submitted

Dick Richards
Secretary
August 12, 2009